PREDICTIVE AND PRESCRIPTIVE ANALYTICS FOR HIGH-COST CLAIMANTS (HiCCs)

Recommending the most meaningful interventions for members

According to a national survey of employer-sponsored health plans, more than 77% of U.S. employers with 500 or more employees said managing the care of HiCCs was their top priority. Given the billions of dollars the healthcare system is spending on an escalating number of HiCCs, Blue Health Intelligence® (BHI®) has developed advanced predictive and prescriptive solutions. These are part of our risk identification and stratification platform that helps healthcare stakeholders reduce costs, improve quality, and retain key customers.

BHI'S DIFFERENTIATED VALUE EQUATION:
The Best Data* + Technology + Member Understanding = IMPACTFUL Insights

Delivering Flexible and Precise Analytics that Yield Real Savings

In addition to advanced data science and clinically relevant algorithms, accurate healthcare predictions require "really big data." BHI leverages the largest repository of current, conformed, and longitudinally rich commercial healthcare claims data to uniquely address HiCCs' needs. We also augment our claims data with social determinant of health information to identify and solve for specific social, economic, psychological, and medical healthcare barriers.

Our models predict both emerging and reoccurring high-cost members at different cost thresholds. More than half of all HiCCs will have a complex mix of rare conditions and use an always-changing array of new treatments, specialty pharmaceuticals, and biological products. Many also have socioeconomic factors that need to be addressed when recommending actionable interventions that can mitigate their progression to higher costs.

BHI's analytic consultants and data scientists are multi-degreed professionals with years of combined healthcare experience spanning analytics, clinical practice, health plan operations, epidemiology, statistics, employer consulting, benefits support, predictive modeling, and financial and business analysis.

BHI'S HEALTHCARE BARRIER INDEX (HBI)

HBI quantifies members' incidence of socioeconomic and behavioral factors from low to severe to inform appropriate interventions.

KEY HiCC CARE BARRIERS

✓ Access
✓ Behavior
✓ Competing Priorities
✓ Culture
✓ Emotional Behavior
✓ Environment
✓ Finance
✓ Health
✓ Skills/Ability
✓ Social Support

>50% of HiCCs wrestle with complex social determinants of health.

HBI Distribution among HiCCs
- Severe: 13%
- High: 12%
- Moderate: 32%
- Low: 43%

*THE POWER OF BHI DATA

190M+ UNIQUE MEMBERS AND GROWING	**19B** CLAIMS AND CLIMBING	**10+** YEARS OF HISTORIC DATA
REFRESHED MONTHLY	COVERAGE FOR EVERY 3-DIGIT ZIP CODE IN THE U.S.	CONFORMED UNIFORMLY

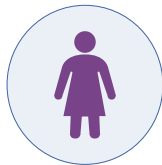# OUR PROVEN ANALYTIC CAPABILITIES FOR HIGH-COST CLAIMANTS

To assure transparency, our analytic insights can be integrated into customers' existing workflow solutions. We also offer our predictive and prescriptive HiCC models via software-as-a-service, APIs, or executable .jar files that can be deployed in any JavaScript environment.

BHI's highly actionable insights come from models that stratify HiCCs into distinct personas based on cost drivers and pathways likely to lead to higher costs. To further improve healthcare system interactions, BHI harnesses its expertise with machine learning, artificial intelligence, ensemble modeling, and clinical judgement to develop intervention recommendations that address the unique bio-psycho-socio needs of your member populations and the realities of your payer-provider networks and relationships.

BHI'S ACUTE FLARE CHRONIC CONDITION PERSONA STUDY

Study included **7,445** members, of which **85%** met criteria as "actionable"

IDENTIFIED PERSONA
Current Diagnosis

✓ Female, age 40-65, cardiovascular disease, diabetes, substance abuse, heart failure
- **HIGH** healthcare barrier rating
- **HIGH** probability of health decline due to substance abuse
- **FAIR** medication adherence
- **POOR** health status due to poor diabetes management

AREAS OF IMPACT
Bio-Psycho-Social Factors

✓ History of inappropriate Emergency Department (ED) visits due to drug-seeking behavior and poor medication compliance

✓ Poor PCP and specialist relationships

✓ Needs aggressive substance abuse treatment

RECOMMENDATIONS
Interventions

✓ Enroll in an intensive medication-compliance program to prevent repeated ED admissions

✓ Assist with provider assignments that are linked to an ACO or PCMH network

✓ Enlist in appropriate substance abuse treatment program

PREDICTED SAVINGS: **~$8,500 PMPY** in potentially avoidable costs over 12 months

ARE YOU EFFECTIVELY PREDICTING AND MANAGING HIGH-COST MEMBERS?

Contact BHI to see how our big data and actionable analytics can inform key savings for plans. Visit bluehealthintelligence.com or email info@bluehealthintelligence.com.